

[MP] eMediaManager:My Account [D]

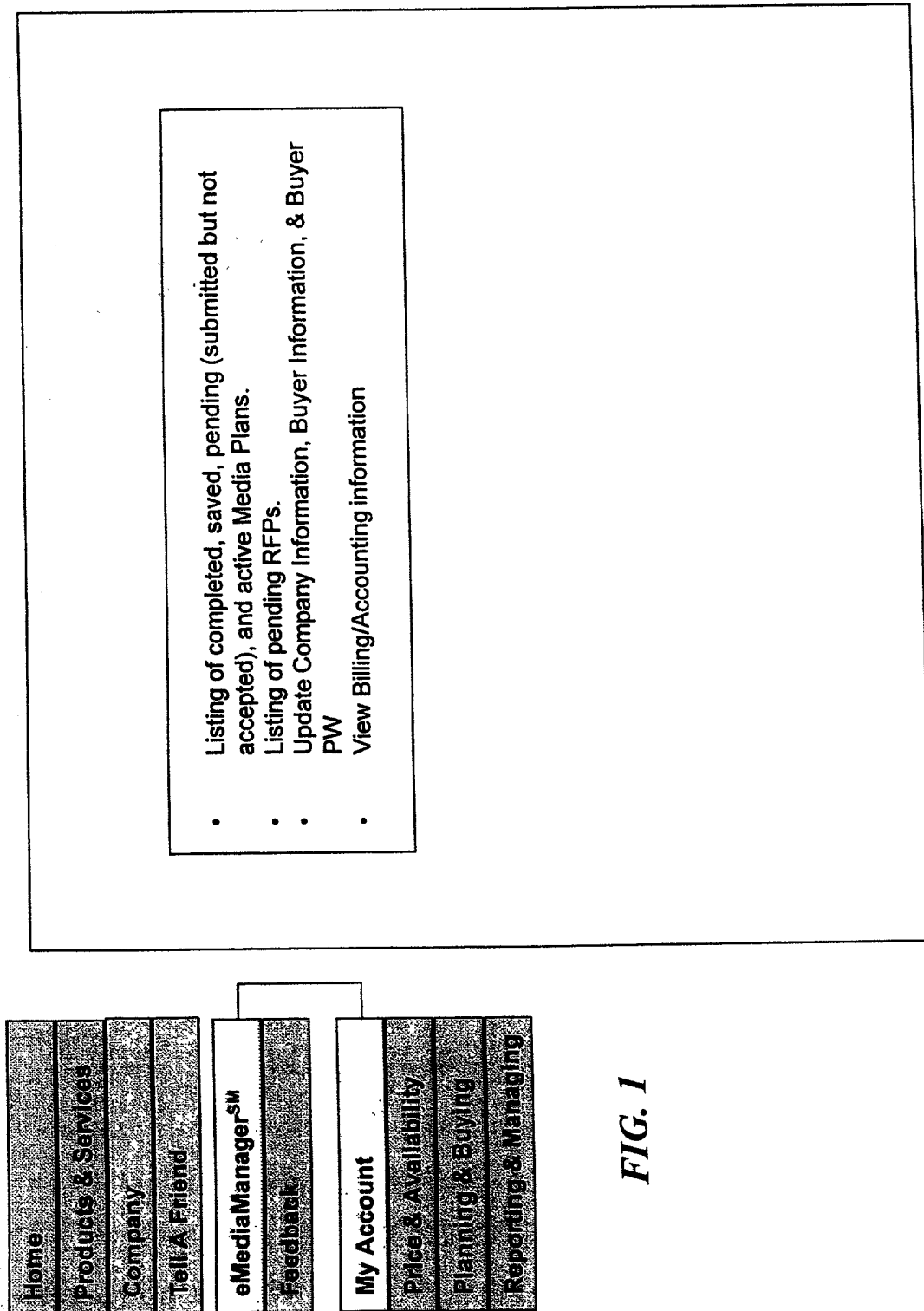


FIG. 1

[MP] eMediaManager:Price & Availability [D]

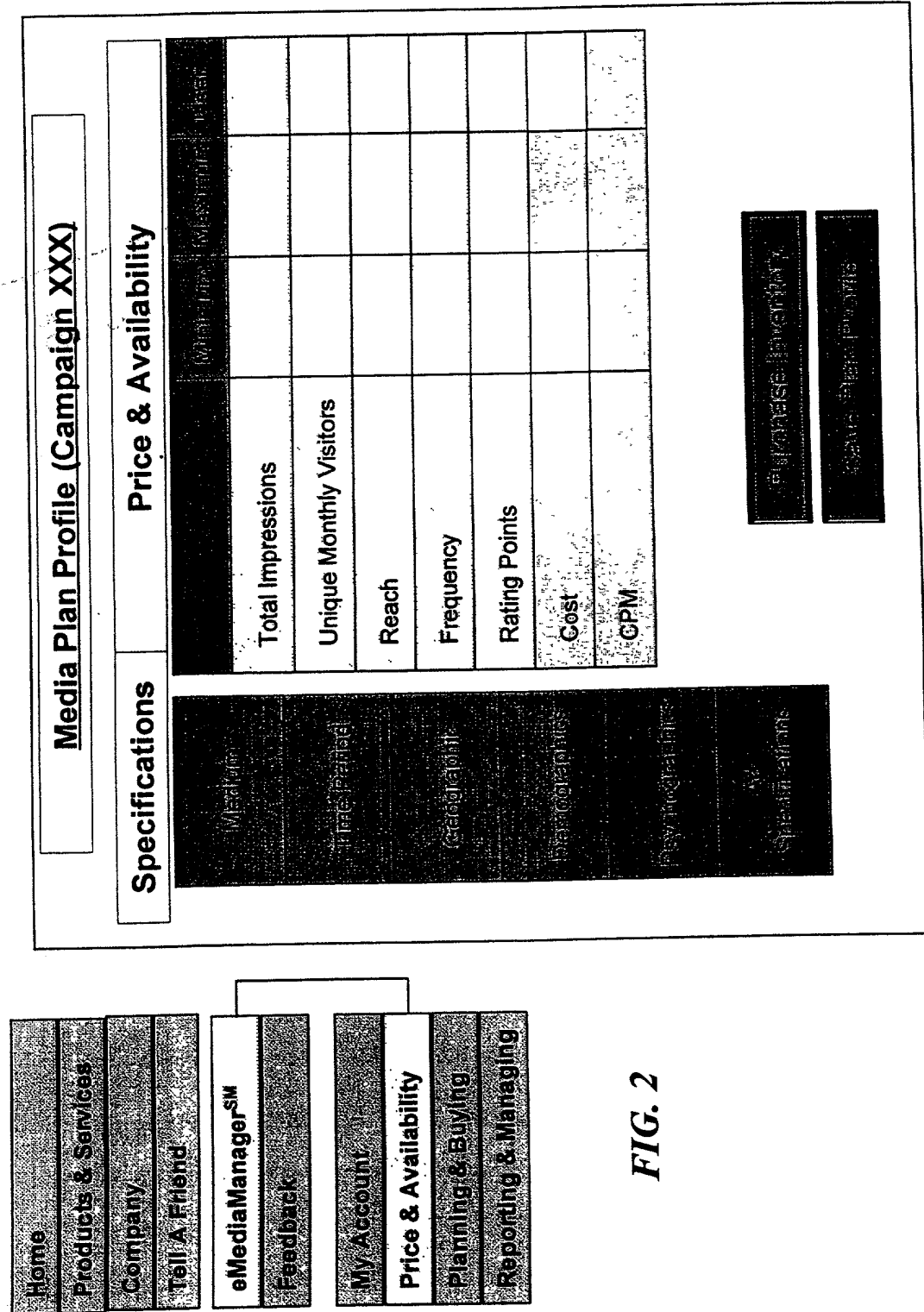


FIG. 2

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium

Time Period

Geography

Demographics

Advertising Agencies

Ad Specifications

Medium Type

Seller

The Medium Specifications section will define the types of advertising media and suppliers of media available to buyers. Initially this will only be "Dynamic Advertising: Interactive Directories (Medium Type), and the IMN (Seller)." Eventually this section will allow buyers to view multiple Medium Types & Sellers, and to develop cross-media campaigns through the eMM interface.

FIG. 3

[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]

Home
Products & Serv/Gas
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	Medium Type
	Sellers

Medium Type will show all available types of inventory.
It will be a multi-level structure:

<u>1st Level</u>	<u>2nd Level</u>
Dynamic	Interactive Directory
	Elevator News
	Fitness Equipment
Online	Website
Outdoor	Outdoor Billboard
	Wallscape
	Indoor Poster
Print	Newspaper
	Magazine
Radio	Spot
	Network
Television	Spot TV
	Network TV
	Spot Cable
	Network Cable
	Syndication

FIG. 4

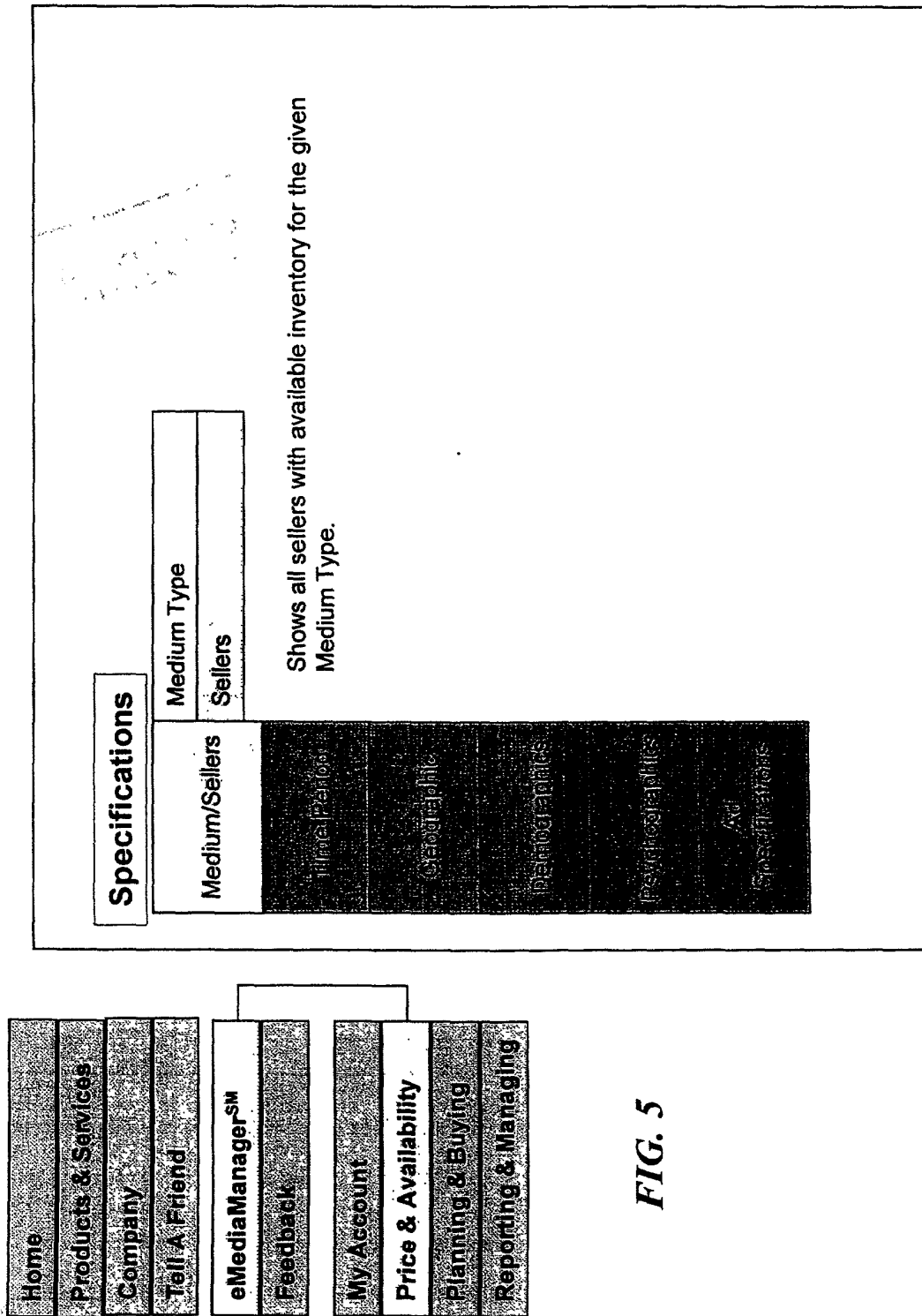


FIG. 5

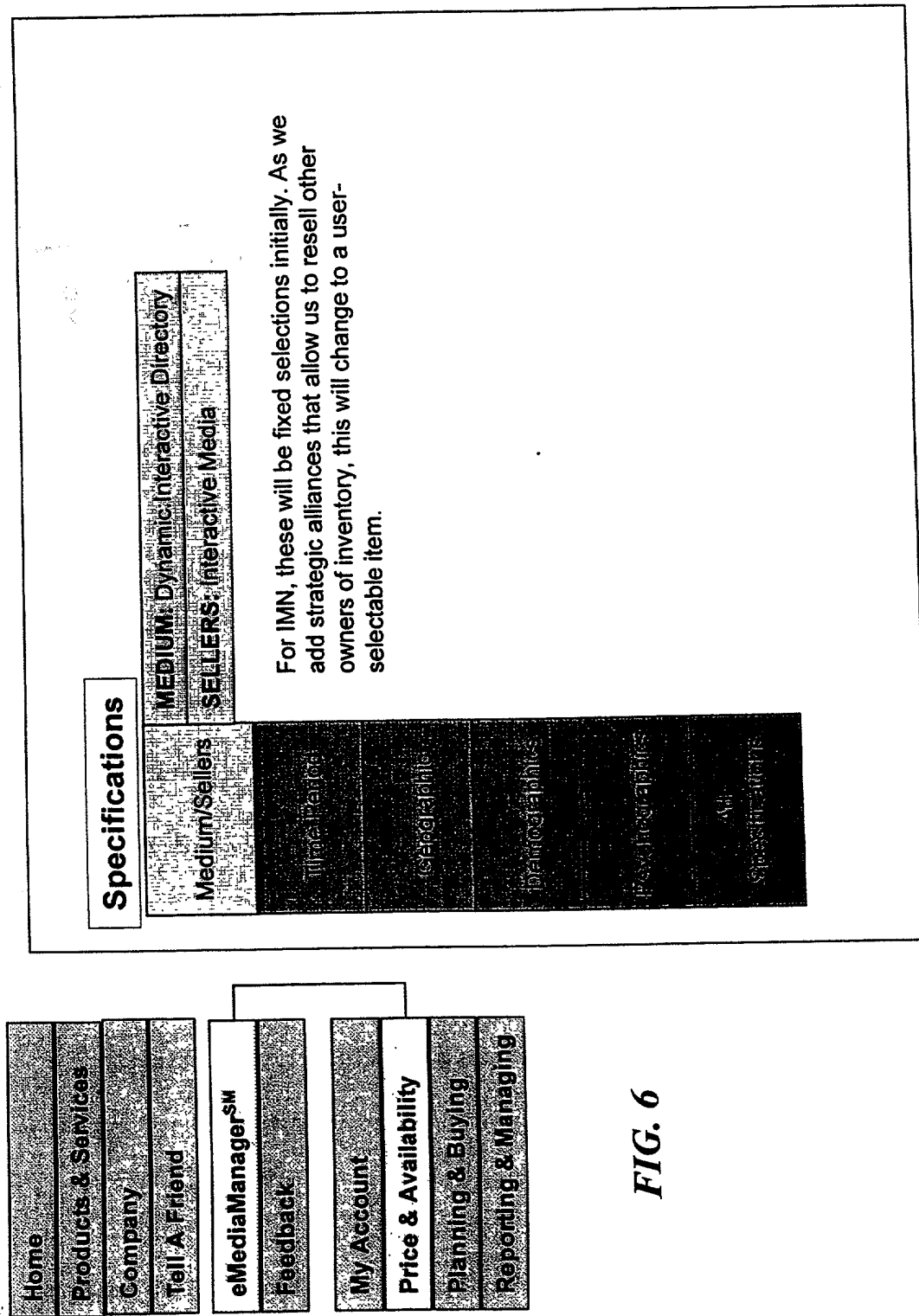
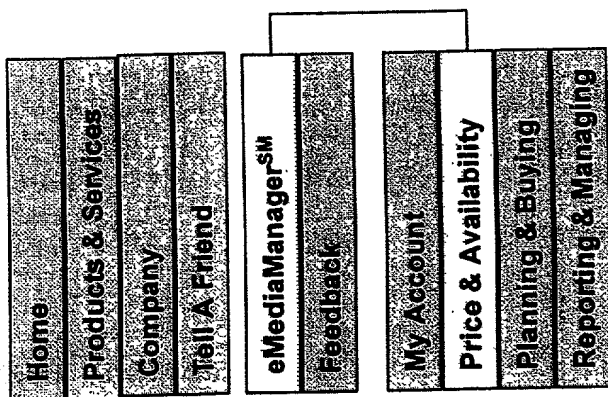


FIG. 6



Specifications

Medium/Sellers	Start Date
Time Period	End Date
	Day Part

This section will define the time parameters for the selected medium. Time will include start/stop dates and time-of-day ("Day Part") selections. The date selections will always be available, regardless of what mediums/brands are selected; time-of-day will only be active if the medium/brand offers that capability.

FIG. 7

[MP] eMediaManager:P&A:Time(IMN) [D]

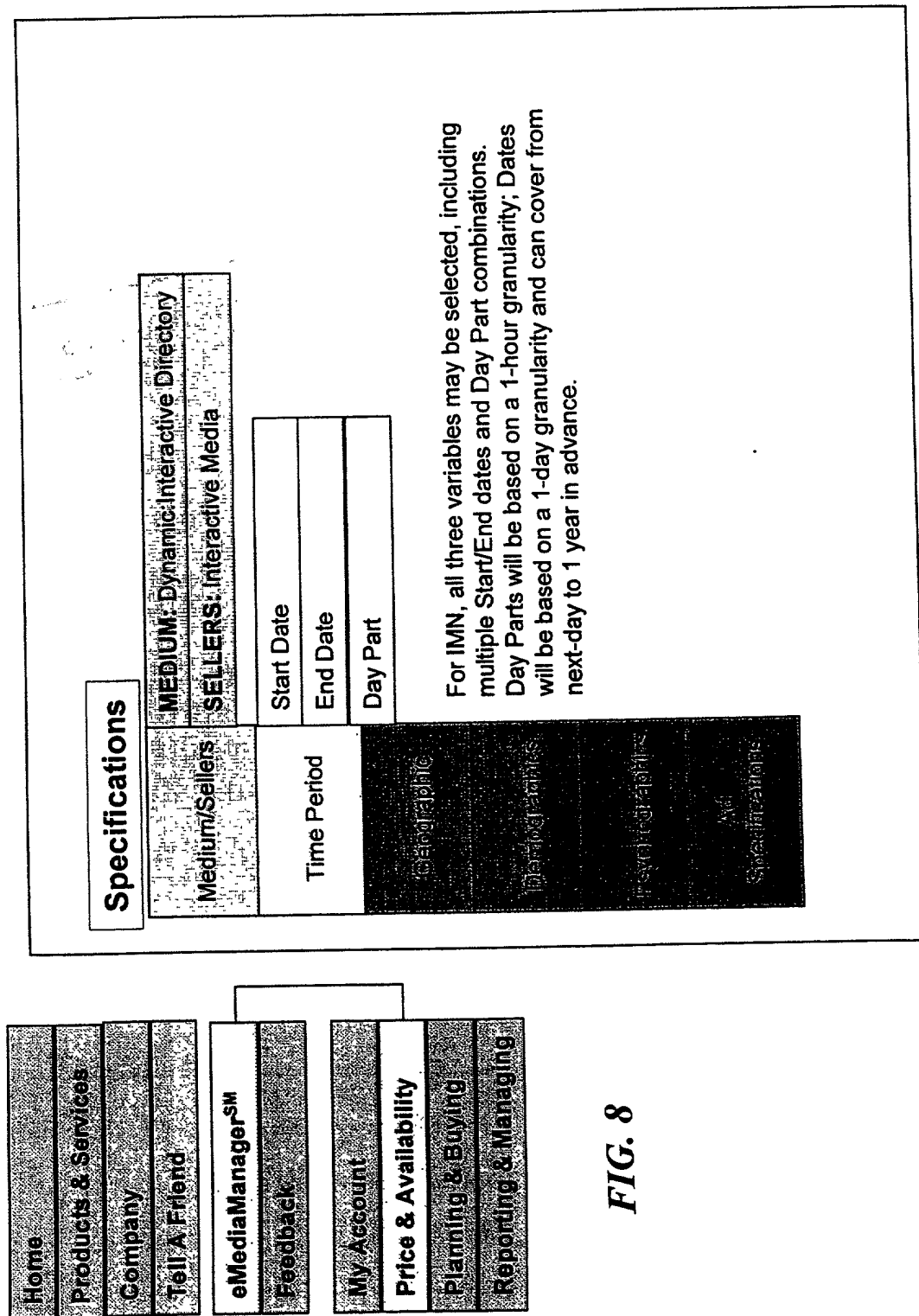
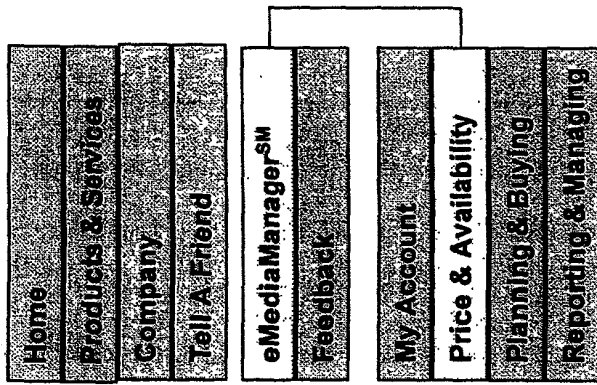
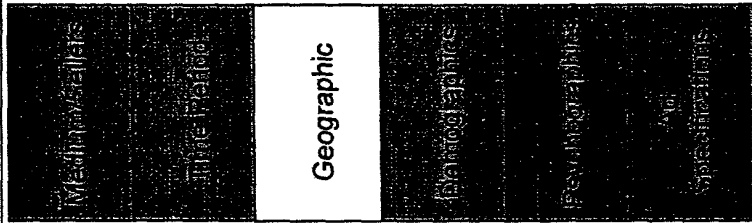


FIG. 8



Specifications



This section will define the geographic and physical location parameters for the selected medium. Most mediums will allow a geographic selection, except Online which in most cases is non-determinant.

FIG. 9

[MP] eMediaManager:P&A:Location(IMN):Geography [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic:Interactive Directory
	SELLERS: Interactive Media

Time Period

Geographic	Geography
	Property Type
	Office Specification
	Retail Specification

Demographics
Psychographics
Attitudes
Intentions

For IMN, geography will include country, state, county, DMA, city, and neighborhood selection levels (as well as individual site selections). Single countries and multiple selections on the other levels can be made.

FIG. 10

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory
Time Period	SELLERS: Interactive Media
Geographic	Geography
Related Graphics	Property Type
Property Graphics	Office Specification
Age	Retail Specification
Specifications	

For IMN, Property Type will denote type of property the site is located in: Office, Regional Mall, Outlet Mall, Hotel, Department Store, Airport, etc. One to All Property Types can be selected.

FIG. 11

[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory SELLERS: Interactive Media
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification

For IMN, Office Specification will only apply if the "Office" Property Type is selected, and will allow buyers to target properties with a high concentration of specific types of businesses. A listing of business types and general categories will be selectable, and any one or multiple selections can be made.

FIG. 12

[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory
	SELLERS: Interactive Media
Time Period	
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification
Planning Methods	
Real Time Capabilities	
Ad Specifications	

For IMN, Retail Specification will only apply to mail Property Types (Regional Malls or Outlet Malls), and will allow buyers to target their ad to run outside of specific retail stores or types of stores.

FIG. 13

[MP] eMediaManager:P&A:User Demographics [D]

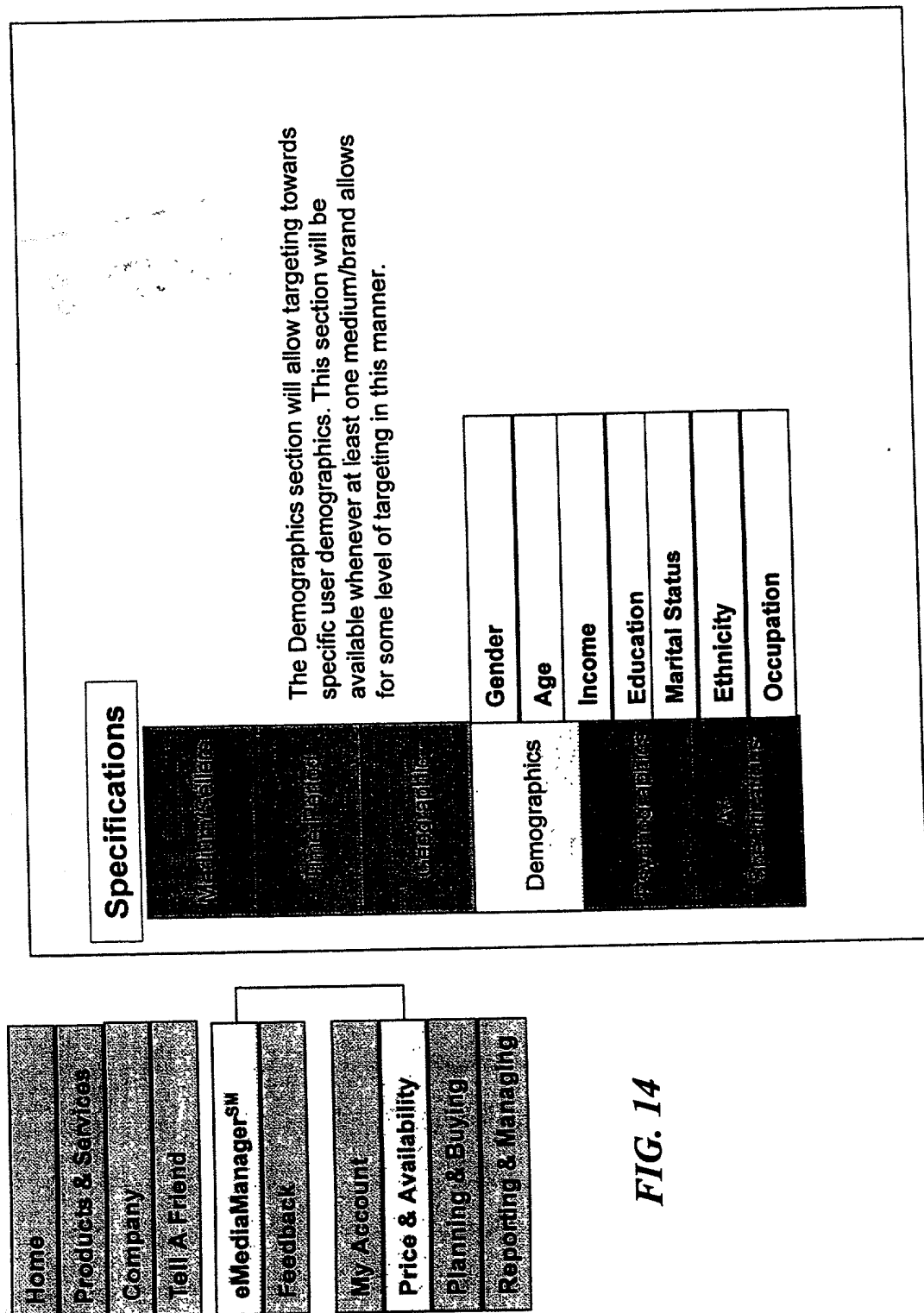


FIG. 14

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

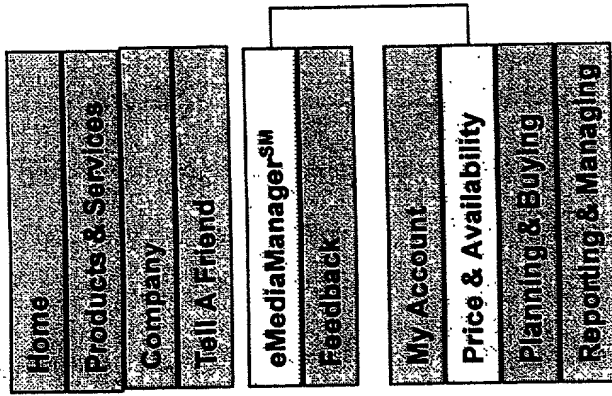
Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory SELLERS: Interactive Media
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For IMN, all of the Demographics selections will be available. Demographics will be determined in most Property Types by mapping known traffic patterns to US Census data for those areas. In the Office market, it will be derived by mapping SIC demographic profiles weighted against the percent of space being leased.

Demographics	Gender
	Age
	Income
	Education
	Marital Status
	Ethnicity
	Occupation

FIG. 15



Specifications

Media Matters
Time Factors
Brand Equity
Psychographics

Psychographics

Specifications

This section will allow the media buyer to target specific user psychographics where available. The section will only be available for selection if all medium/brands share the same psychographics indices. In general, available indices will be specific to the type of medium.

FIG. 16

[MP] eMediaManager:P&A:Psychographics(IMN):Directory-Int. [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

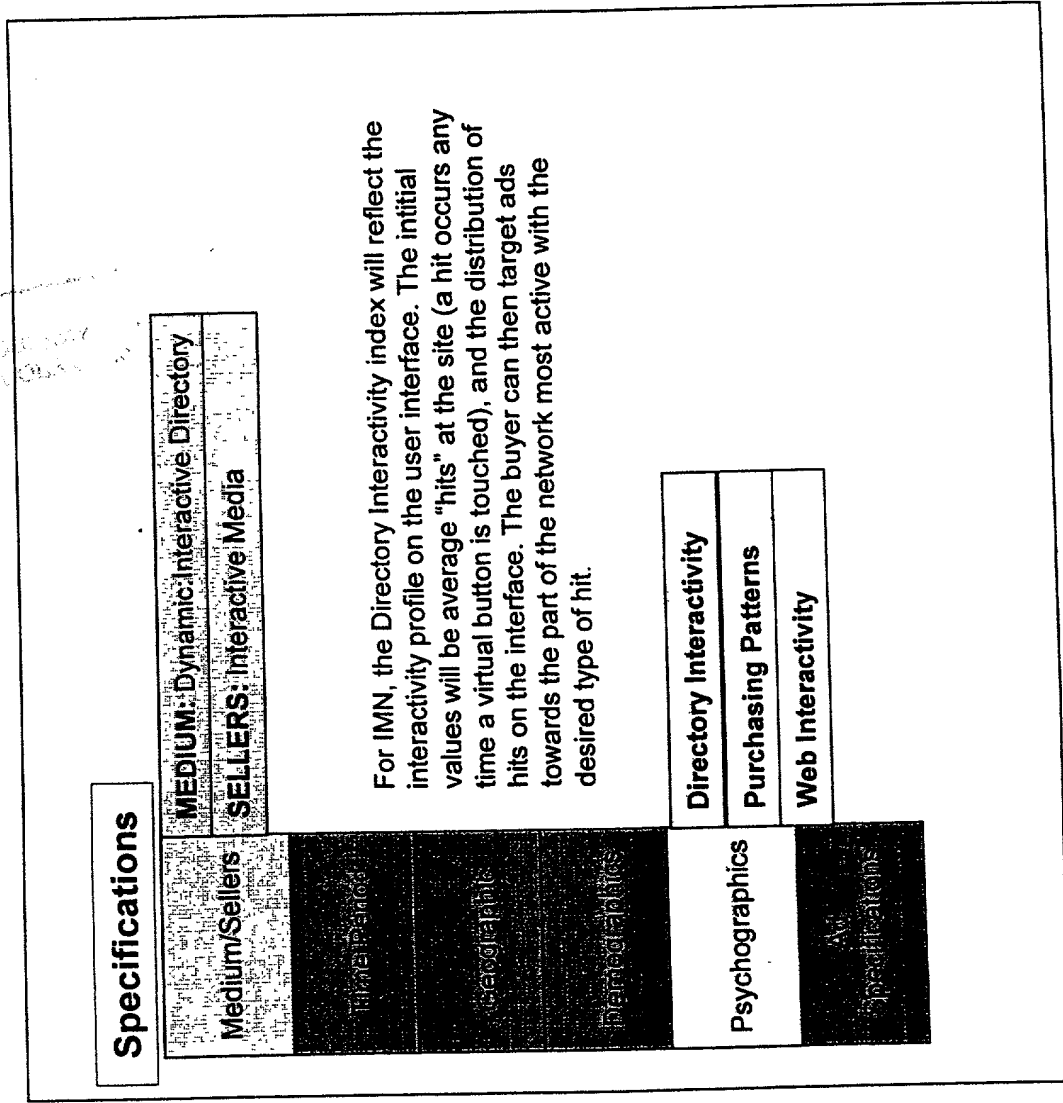


FIG. 17

[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]

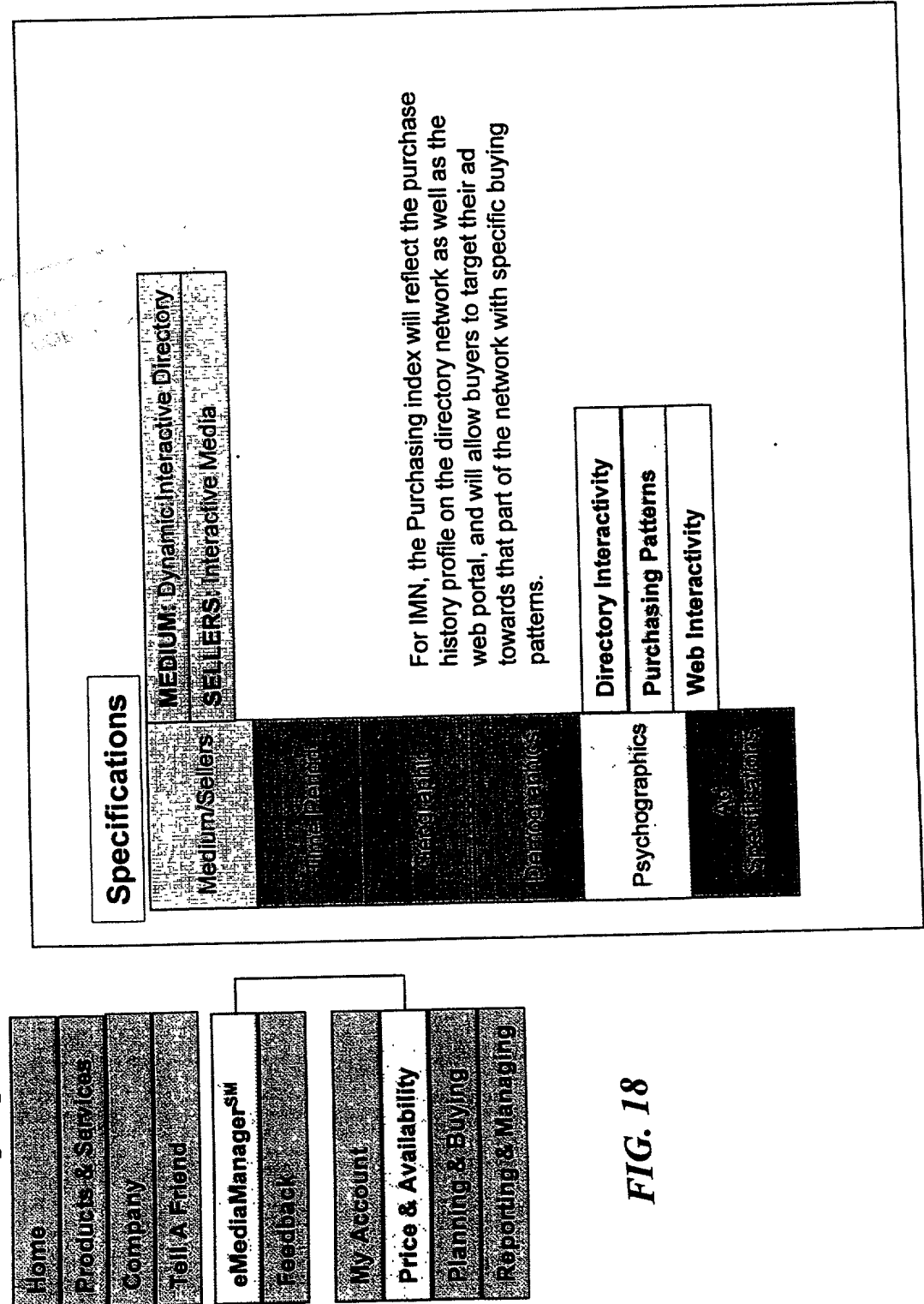


FIG. 18

Home
Products & Services
Company
Tell A Friend
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My Account
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Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers
MEDIUM: Dynamic-Interactive Directory
SELLERS: Interactive Media

For IMN, the Web Interactivity index will reflect the same interactivity profile information as the Directory Interactivity, except that it will represent the activity from IMN's www.directory-info.net site. In other words, each user coming to a specific property's directory will be tracked separately from interactivity on the directory display; this activity will also be available for targeting purposes.

Psychographics
Directory Interactivity
Purchasing Patterns
Web Interactivity

FIG. 19

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

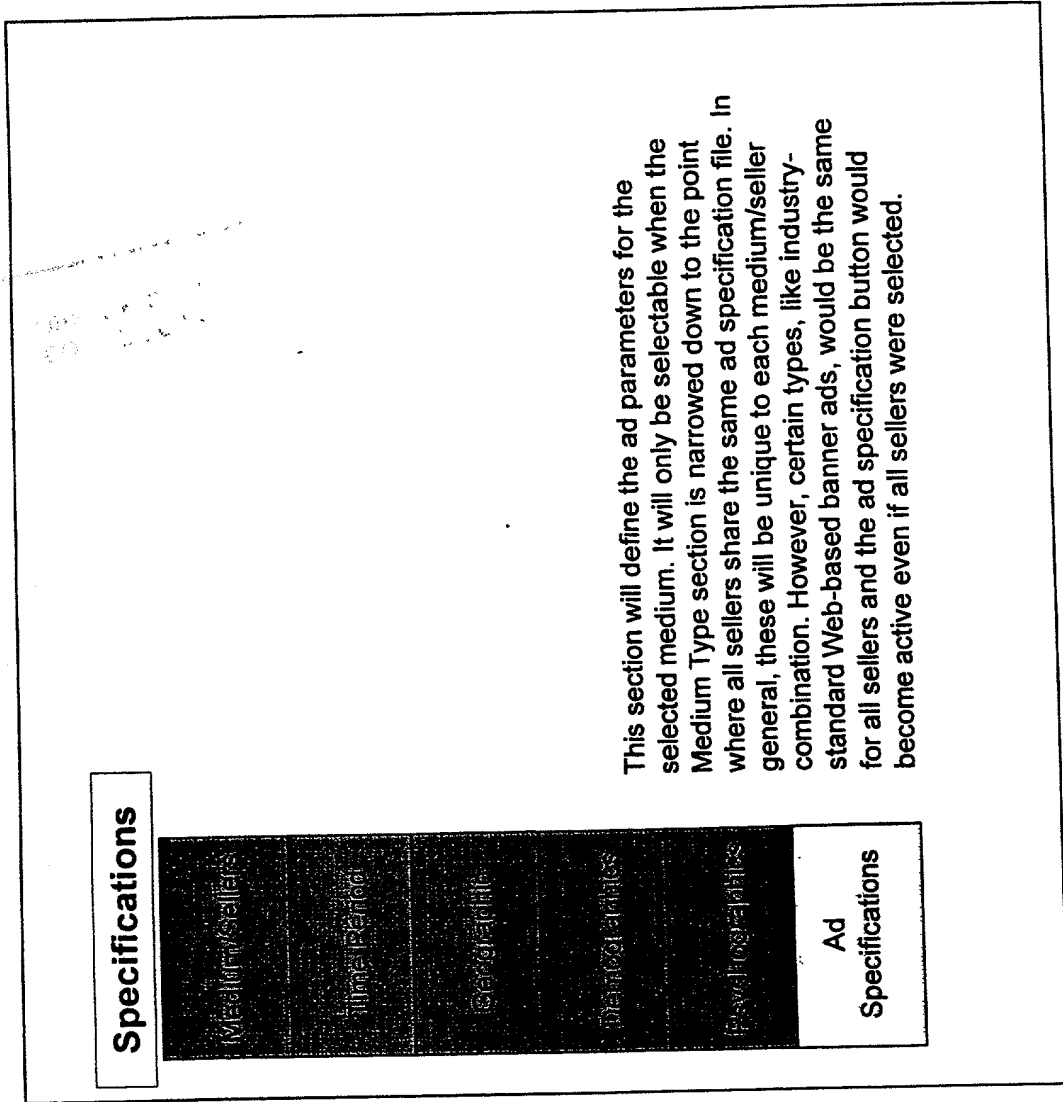


FIG. 20

[MP] eMediaManager:P&A:Specs(IMN):Ad Type [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers
MEDIUM: Dynamic Interactive Directory SELLERS: Interactive Media

Time Period
Geographic
Demographics
Psychographics

Ad Specifications
Ad Type
Teaser Type
Content Type

Available Ad Types for IMN will be:

- Billboard: these run in the "front page media window" on a continuous basis.
- Content Specific: these run only when a specific content selection is made.
- Trailer: these run before or after another ad or news clip.

FIG. 21

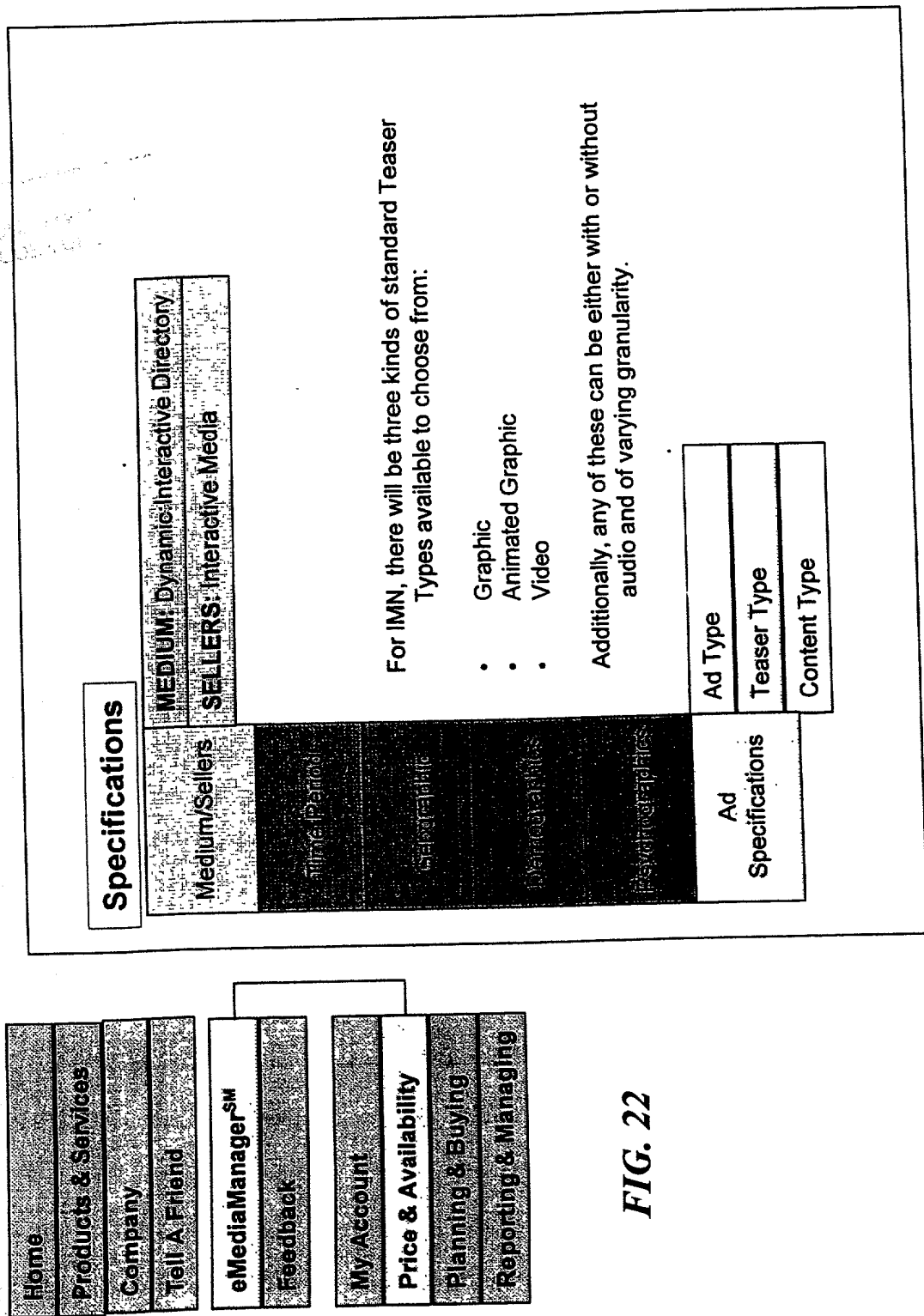


FIG. 22

[MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]

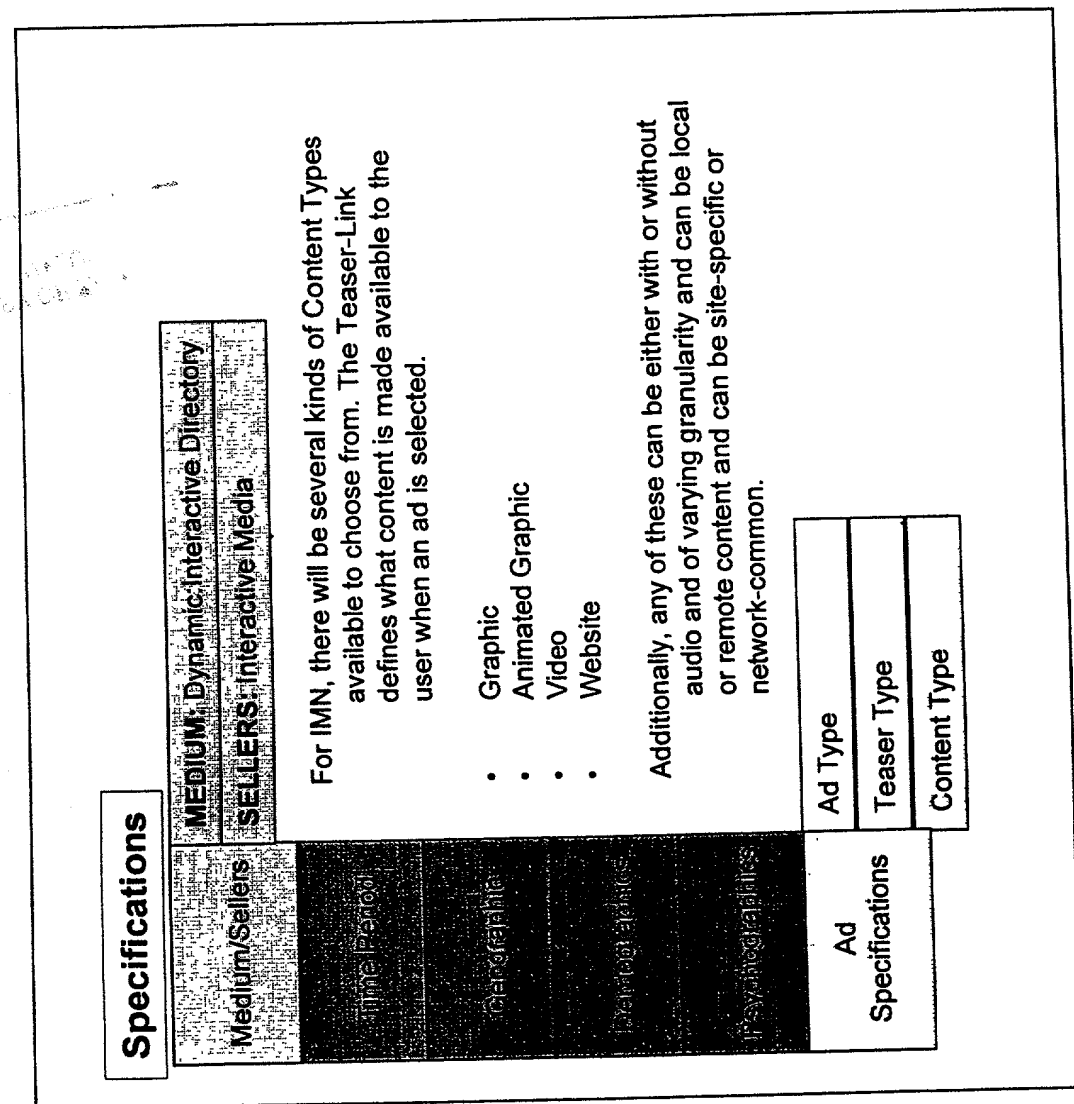


FIG. 23

[MP] eMediaManager:Planning & Buying [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

>> Section to create new plan from scratch, make from previous plan, view Previous plans, modify active plans.

Create New
Select From Previous
View Pending
Modify Submitted
Save Current
Submit Current
Email Current
View Site List
Reserve Inventory

FIG. 24

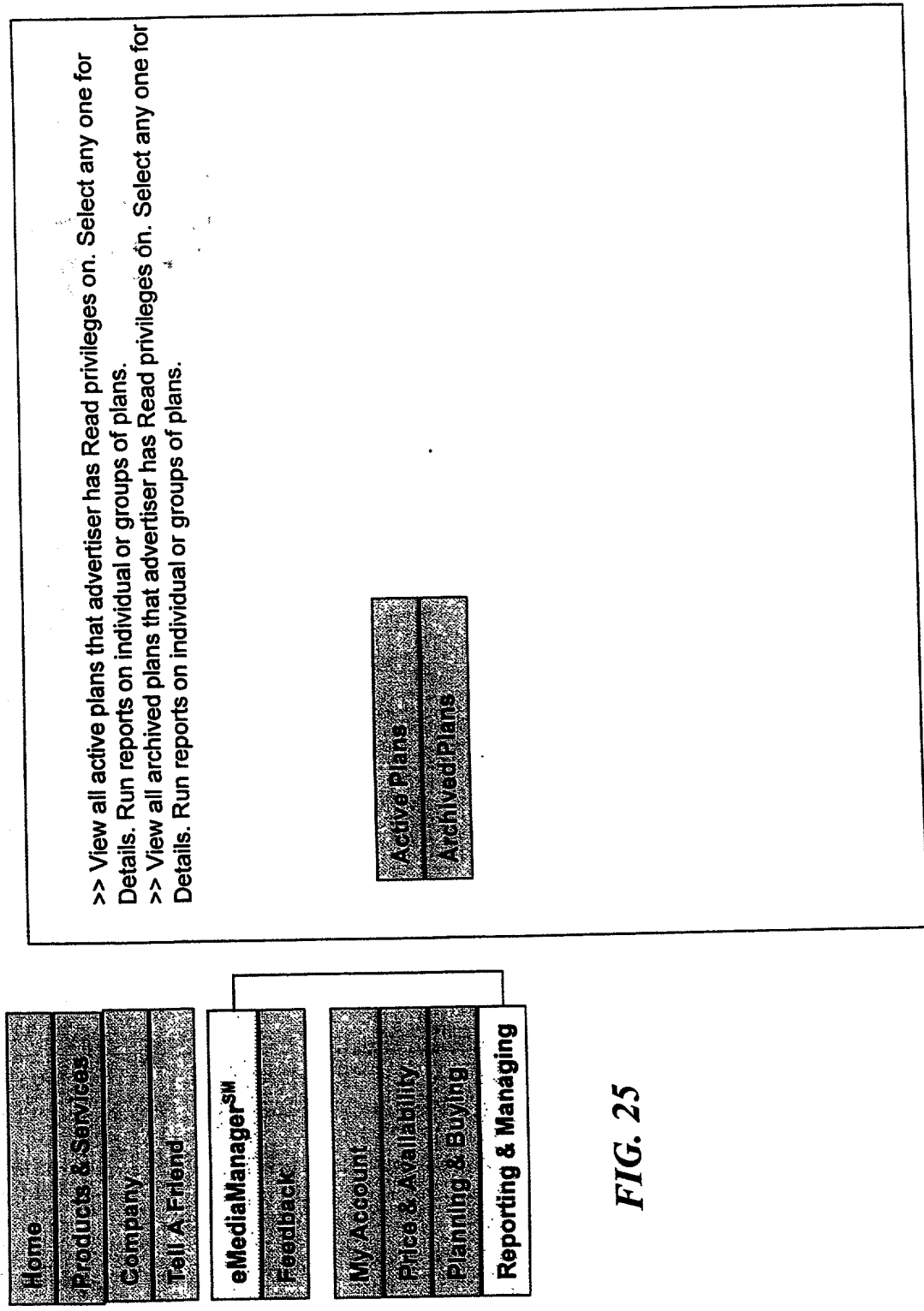


FIG. 25

2000/07/23 14:00

[MP] Feedback [D]

Home
Products & Services
Company
Tell A Friend
aMediaMagazine
Feedback

> link to **xx:Feedback**

FIG. 26

[LA] Overview [DB]

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

>> Text network/medium description targeted at local advertisers. Simple step-by-step instructions.

FIG. 27

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

FIG. 28

Ad Campaign	
Start Date	
Stop Date	
Site Selection	Geographic zoom to local sites, or enter addresses
Ad Spot	Cyclical or On-Demand only
Teaser Content	All types available
Interactive Content	All types available
Cost	
1) Number of times ad would run	
2) Number of impressions	
3) Total cost	
4) CPM	
Submit	

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

>> link to **xx:Feedback**

FIG. 29